UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER I
SESSION 2019/2020

COURSE NAME	:	RESEARCH METHODOLOGY
COURSE CODE	:	BPB 32403
PROGRAMME	:	BPA / BPB / BPP
EXAMINATION DATE	:	DECEMBER 2019 / JANUARY 2020
DURATION	:	3 HOURS
INSTRUCTION	:	ANSWER **ALL** QUESTIONS

THIS QUESTION PAPER CONSISTS OF **FOUR (4)** PAGES

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Q1 Smartphone credit card (SCC) is an emerging payment method using NFC-enabled smartphones. The proximity payment allows consumers to pay their products and services by waving their smartphones with a NFC reader. While there are advantageous adopting SCC, the adoption rate has not been encouraging. Interestingly, existing research work on past information technology and system models have so far focused primarily on organizational context and adopted specifically for work. Furthermore, past antecedents were mainly constructed using electronic commerce literatures which do not reflect the actual mobile environment. In contrast SCC is mainly adopted voluntarily by mobile users and for personal purposes. Thus this leads to the difficulty in drawing meaningful conclusion. The study addresses these limitations by proposing a new mobile technology acceptance model (MTAM) which consists of mobile usefulness (MU) and mobile ease of use (MEU) to determine SCC adoption. In anticipating on the complexity which exists in the mobile environment, additional mobile constructs namely mobile perceived security risk (MPSR), mobile perceived trust (MPT), mobile perceived compatibility (MPC) and mobile perceived financial resources (MPFR) were incorporated into the parsimonious MTAM. The integrated model was applied to 459 mobile users through a questionnaire approach and tested using partial least square-structural equation modelling-artificial neural network (PLS-SEM-ANN) has provided a new impact and a possible new research methodology paradigm as it is able to capture both linear and non-linear relationships. While the model confirms the role of MU in MTAM, MEU needs for more attention in practice. The results from the extended model showed that only three of the proposed hypotheses were non-significant in this study and thus warrant further investigation. The study contributes to academia by proposing new mobile constructs that brings together MTAM to assess the likelihood of mobile users to adopt SCC. The study also offers several important managerial implications which can be generalized to the mobile studies of other transportation, hotel, banking, and tourism industries.

Source: Ooi et al. (2016)

(a) Discuss **THREE (3)** major problems leading to this study.

(6 marks)

(b) Develop **TWO (2)** objectives based on the problems of the study.

(4 marks)

(c) Construct **TWO (2)** research questions that can be derived from the objectives of the study as outlined in **Q1(a)**.

(4 marks)

(d) List **FOUR (4)** hypotheses (null and alternatives) for each of the research objective in **Q1(b)**.

(4 marks)

(e) Identify the independent and dependent variables in this study.

(4 marks)

(f) Appraise the major contributions of this study.

(4 marks)

(g) This study was participated by 459 respondents at five major shopping malls at Klang Valley, Malaysia. The five major shopping malls were chosen due to the high number of potential mobile users available to expedite the data collection.

Examine the sampling technique that was used in this study and its limitations.

(6 marks)

(h) The results of this study show that there are several significant and insignificant relationships. Discuss the implications of p-values in the context of generalization of findings.

(4 marks)

(i) Suggest improvement strategies for this study in terms of its methodology.

(4 marks)

Q2 As a project manager responsible for the overall management of a large project, you are required to introduce your company's technology into the development of a new production plant. Most of your team members are from the United Kingdom, France and Germany. You have noticed that engineers from France and Germany tend to be far more unresponsive than the other team members in volunteering ideas for solving problems. This issue has coincided with the arrival of a management student from local university who is keen to study a real-life management problem for her final-year undergraduate dissertation. You have asked the student to study the assimilation experience of these engineers into your company with a view to recommending any changes that may be necessary to change the programme designed to affect the assimilation process.

(a) You have asked the management student to start the research by sitting in on the project team meetings and in particular, observing the behaviour of these newer engineers.

(i) Propose **TWO (2)** observation techniques that the students could use to study the behaviour of the new engineers in the company.

(8 marks)

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(ii)   Debate **TWO (2)** advantages and disadvantages of using the observation techniques mentioned in **Q2(a)(i).**

(8 marks)

(b)   Recommend appropriate observation strategies if the student is acting as participant during the observation process.

(8 marks)

(c)   Describe **TWO (2)** issues related to data quality in the context of;

(i)   Observer error.
(ii)   Observer bias.

(6 marks)

Q3   Being a growing problem, plagiarism is generally defined as "literary theft" and "academic dishonesty" in the literature, and it is really crucial to be well-informed on this topic to prevent the problem and stick to the ethical norms. With this motive, the aim of this study is to investigate the prospective academicians' views on plagiarism, the degree to which they are knowledgeable about plagiarism, and the factors leading them to plagiarize, if any. The results showed although the prospective academicians have negative attitude, they might plagiarize due to foreign language problems, time constraints, and lack of knowledge about plagiarism.

Source: Esra Eret, Tuba Gokmenoglu (2010)

(a)   Although plagiarism is one of the most discussed scientific misconducts, research fraud remains a significant problem in scientific community. Discuss what research fraud is with examples.

(6 marks)

(b)   Propose **TWO (2)** strategies to avoid plagiarism.

(8 marks)

(c)   Researchers use informed consent, an agreement in which participants state their willingness to be in a study and acknowledgement of the research procedure involved in conducting research.

(i)   Discuss whether the use of informed consent is to protect the researchers or the participants of research.

(6 marks)

(ii)   Discuss critically whether the use of informed consent is sufficient to ensure adherence to research ethics.

(10 marks)

- END OF QUESTIONS –

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